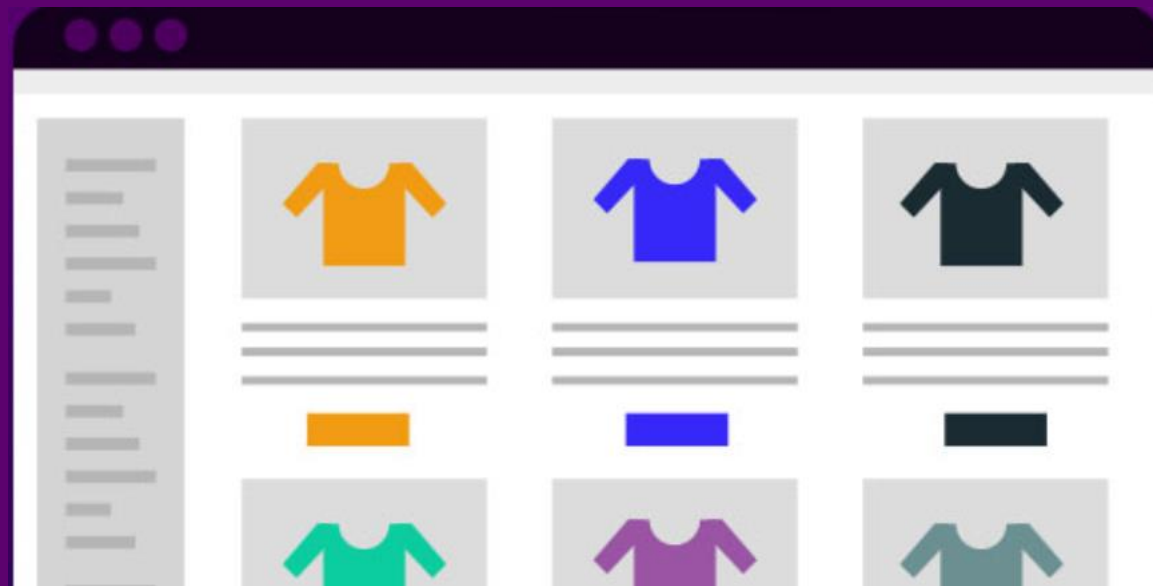




# HOW TO CREATE PRODUCT VARIATIONS?

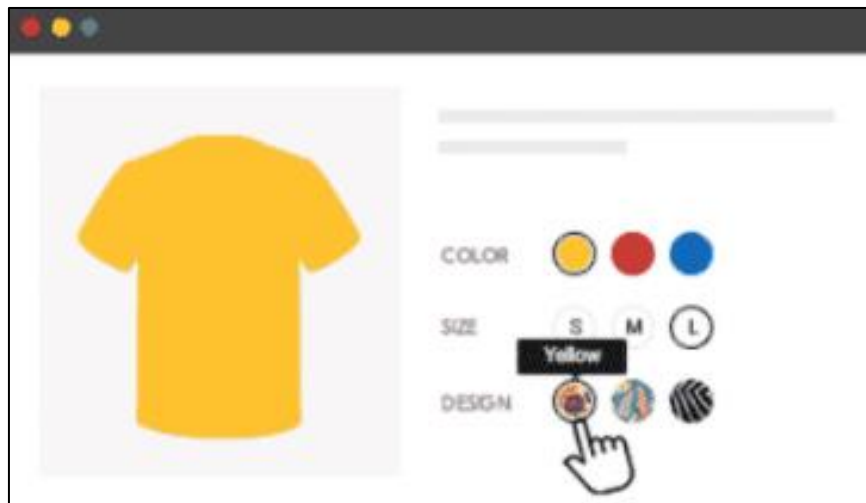


# What are Product Variations?

Product variations are probably something you encounter every time you shop online, but you may not have known the ecommerce term!

Product variations allow sellers to offer various purchase options for products such as sizes, colors, shades, scents, flavors, materials, capacities or weights etc.

These variations appear on a single product page and allow customers to view the different options they have for purchasing the same product




**For example:** If a shirt comes in 3 different sizes and 3 different colors/designs, instead of having 9 separate product pages and requiring the customer to search through all the listings for their color and size, they can see all the different variants available and select their preferred color and size from one single product page

# Product Variations Examples

A Smart Phone can have variations in:

- Storage capacity (16GB, 32GB, 64GB, etc.)
- Colors (Black, Silver, White, Gold, etc.)

Home > Phones & Tablets > Mobile Phones > Smartphones > **Infinix Smart2 X5515I - 5.5" - 3GB RAM - 32G...**




## Infinix Smart2 X5515I - 5.5" - 3GB RAM - 32GB ROM - Sandstone Black

By Infinix

★★★★★ (1) [Write a Review >](#)

[f](#) [t](#)

Variations



[See Details](#)

**Key Features**

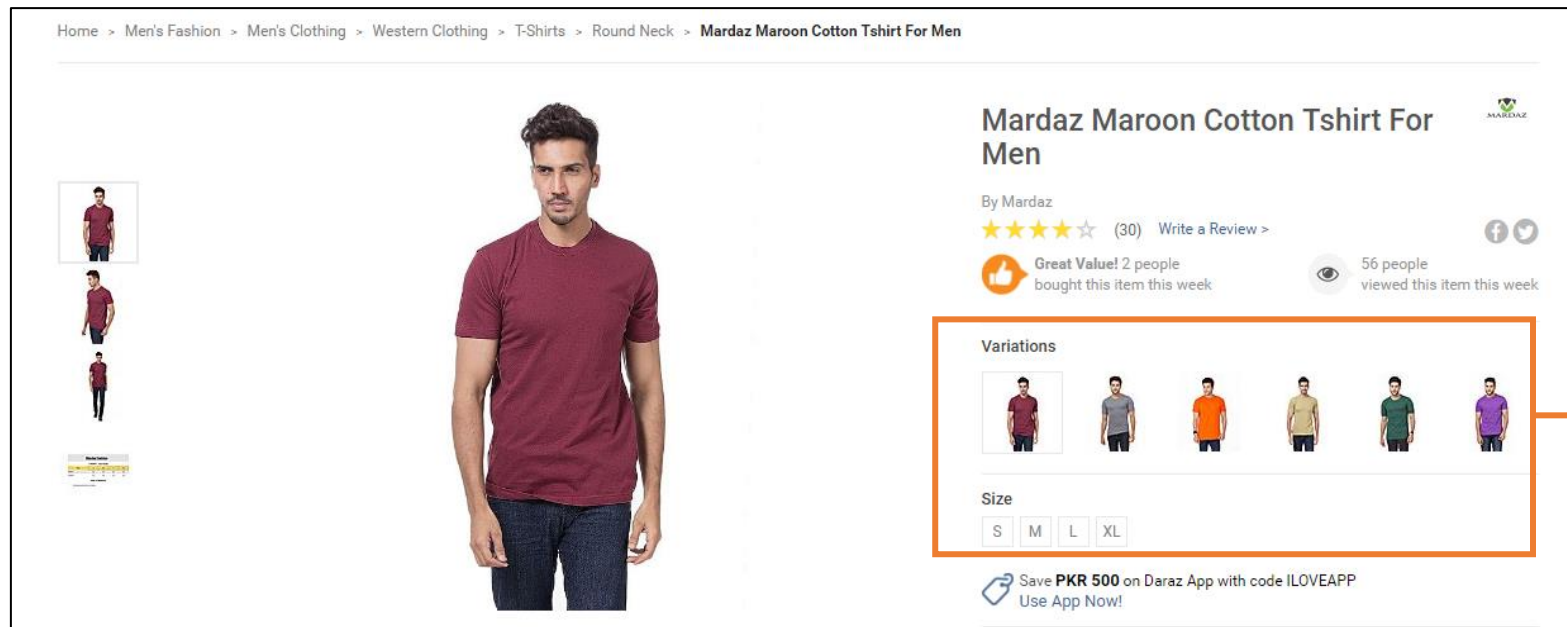
- > Technical Assistance: 0301-8228...
- > Brand Warranty
- > 5.5" Capacitive Touchscreen, 16M ...
- > 32GB ROM, 3GB RAM
- > 8 PM Front, 13 MP Back
- > 1.5 GHz Quad-Core

Color variations can be viewed on the product display page

# Product Variations Examples

All fashion items can have variations in:

- Size (S, M, L, XL etc.)
- Colors (White, Blue, Black etc.)



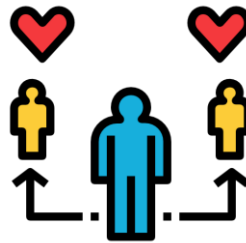
Color & Size variations  
can be viewed on the  
product display page

# Benefits of Product Variations



## **Improves assortment!**

Offering the same item in a wide variety of flavors, colors or sizes makes your store more attractive to visitors, boosting traffic, conversion & sales



## **Improves customer experience!**

Make it easier for customers to search for and compare products that vary slightly from one another without clicking through different product pages



## **Increases visibility!**

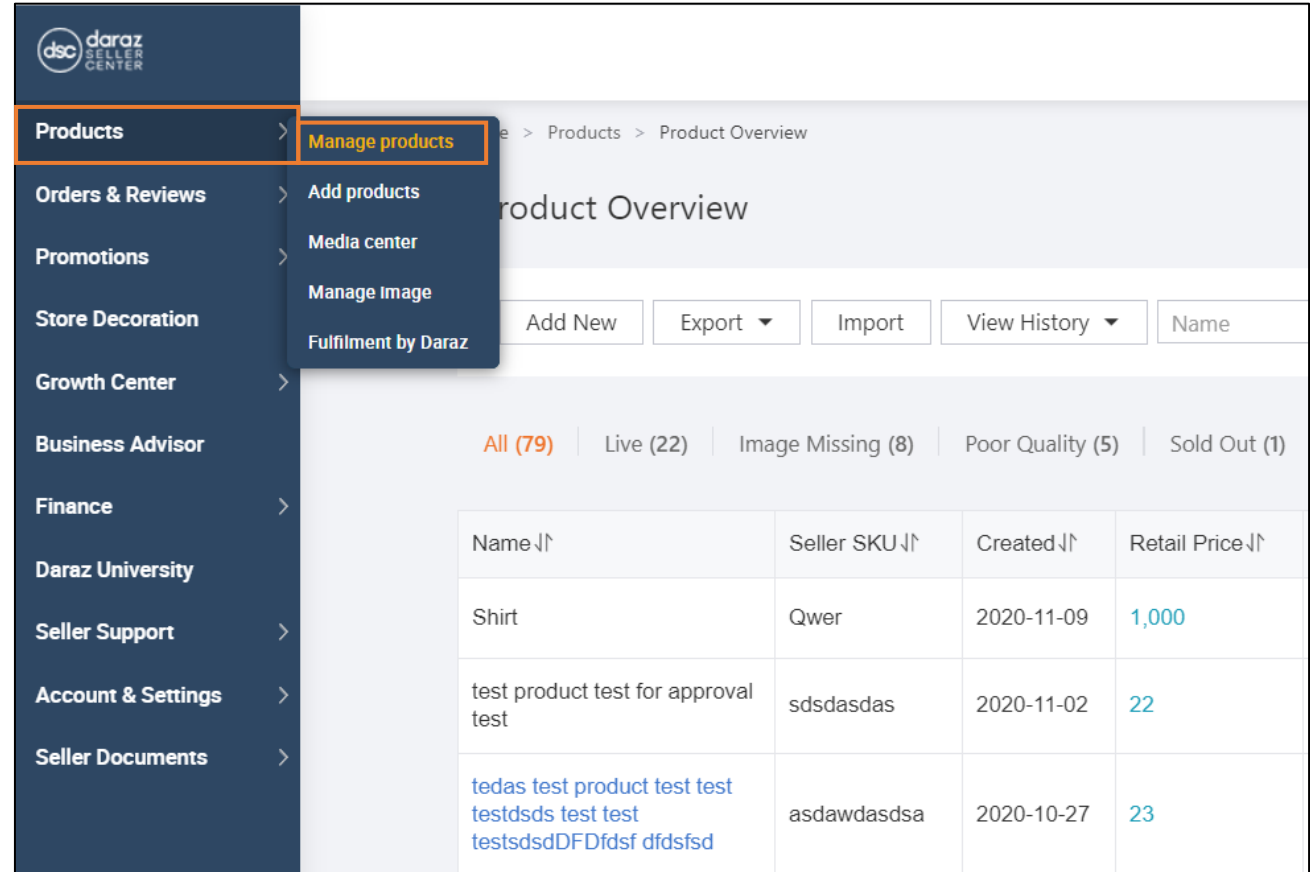
Showing all variations on same product page will allow all sales to account towards a single page which will help increase its findings in search results

# How to create Product Variations?

Login to Daraz Seller Center with your registered ID and password

**Click the products tab**

**Select Manage Products**



The screenshot shows the Daraz Seller Center interface. On the left, a dark blue sidebar contains a menu with the following items: Products, Orders & Reviews, Promotions, Store Decoration, Growth Center, Business Advisor, Finance, Daraz University, Seller Support, Account & Settings, and Seller Documents. The 'Products' tab is highlighted with an orange border. A dropdown menu is open next to it, showing options: Manage products, Add products, Media center, Manage Image, and Fulfilment by Daraz. The 'Manage products' option is also highlighted with an orange border. The main content area shows the 'Product Overview' page. At the top, there is a breadcrumb trail: 'Products > Product Overview'. Below this, there are buttons for 'Add New', 'Export', 'Import', and 'View History'. A table below these buttons shows a list of products with columns: Name, Seller SKU, Created, and Retail Price. The table contains three rows of data.

Name	Seller SKU	Created	Retail Price
Shirt	Qwer	2020-11-09	1,000
test product test for approval test	sdsdasdas	2020-11-02	22
tedas test product test test testdsds test test testsdsdDFDfsf dfdsfsd	asdawdasdsa	2020-10-27	23

# How to create Product Variations?

You will arrive on the **Product Overview page**. Here you will see all the products listed on your shop

Take the cursor on the product for which you want to add product variations

**Go to Actions and click on 'Edit Details'**

Product Overview									
<div> Add New Export ▼ Import View History ▼ Name Seller SKU Shop SKU Brand Name Search </div>									
All (79)   Live (22)   Image Missing (8)   Poor Quality (5)   Sold Out (1)   Inactive (53) ▼   Policy Violation (17)									
Name ↓↑	Seller SKU ↓↑	Created ↓↑	Retail Price ↓↑	Sale Price ↓↑	Lowest Price ↓↑	Available	Visible	Active ↓↑	Actions
Shirt	Qwer	2020-11-09	1,000	890	-	12	×	<div></div>	actions ▼
Flip flops	sdsdasdas	2020-11-02	22	-	-	22			Edit Details Copy Listing Manage Product Images Delete Product
T-shirt	asdawdasdsa	2020-10-27	23	-	-	27			

# How to create Product Variations?

On the product page, scroll down to the **'Price & Stock' section**

If you wish to add a product variation, **click on 'Please Input'**

In this example, a color variation (white shirt) and sizes (16.5, 17, 17.5, 18) were added

You may input as many variations as you want

Price & Stock

Color Family *\**

Black

Collapse

Drag and drop pictures below to upload. **Multiple images can be uploaded at once.** Maximum 8 pictures. Size between 500x500 and 2000x2000 px. Obscene image is strictly prohibited.

Main Image

Media Center

Upload

☐ Use a different thumbnail

White

Collapse

Drag and drop pictures below to upload. [Click here](#) to copy images from above SKU. **Multiple images can be uploaded at once.** Maximum 8 pictures. Size between 500x500 and 2000x2000 px. Obscene image is strictly prohibited.

Main Image

Media Center

Upload

☐ Use a different thumbnail

Please Input

☒ EU
 ☐ other
 ☐ Full Look
 ☐ UK
 ☐ HEIGHT
 ☐ Suit Only
 ☐ Int
 ☐ US
 ☐ Collar

Size *\**

16.5 ×

17 ×

17.5 ×

18 ×

▼

Size Chart

Select a size chart

+Create New



# How to create Product Variations?

Next click on **+Add a new SKU**, select the color family & size you input earlier and then fill in the following:

**Seller SKU:** Write down a unique identification code for your product

**Quantity:** Write down the quantity of this product which you have allocated specifically for Daraz

**Price:** Write down the price of the product inclusive (including) of Daraz Commission

**Special Price & Date of promotion:** If you wish to make your products go on Sale for a specific time period, then you can also mention the special Sale Price along with the Sale start date and end date

Variation Information

+ Add a new SKU

Copy the first to the rest
Copy the first stock to the rest only
Copy the first price to the rest only

Availability	Color Family	Size	Price *	Special Price	Quantity	SellerSKU	Shop SKU	Free It
<input checked="" type="checkbox"/>	Black	17.5	<input type="text" value="1000"/>	890	<input type="text" value="12"/>	BL007 5/200	187654575_PK-13 76086934	
<input checked="" type="checkbox"/>	White	18	<input type="text" value="1000"/>	890	<input type="text" value="15"/>	WT008 5/200		

Submit

Lastly, **click on submit**. The additional variation for this product is now created & will be displayed on the website



**HOPE YOU HAVE A HAPPY  
SELLING JOURNEY!**

For more tutorials, courses and policies,  
Visit Daraz University